



NEW YORK GIANTS DIGITAL PLAYBOOK

David Dominik

Vice President, Digital Strategy
New York Football Giants



AGENDA

- Introduction
- Platforms, content, voice, & audience
- Navigating built-in obstacles
- Content evolution
- Understanding audience behavior
- Mobile app innovations
- Gameday digital experience
- Connected TV
- Purpose-driven content
- Database growth
- International markets
- Emerging technology

INTRODUCTION

- New Jersey native
- Stony Brook University
- MSG Networks, 2003-2007
- ESPN Radio New York, 2004
- NCAA.com, 2008
- Gannett, 2008-2011
- New York Giants, 2012-present

CONTENT, ENGAGEMENT, & AUDIENCE
FOR THE GIANTS' DIGITAL PLATFORMS

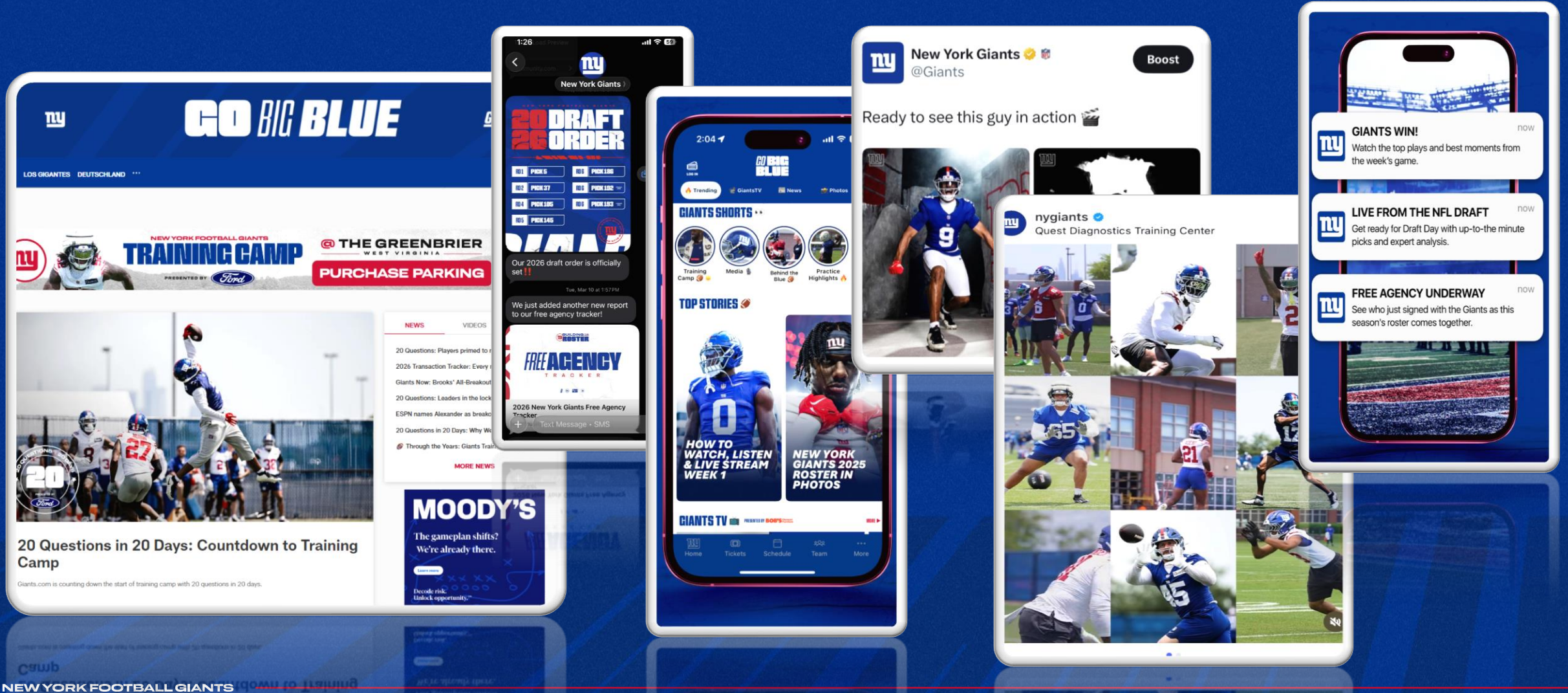




WHAT ARE THE GIANTS' DIGITAL PLATFORMS?

- Website
- Mobile App
- Streaming App
- Facebook Feed
- Facebook Reels
- X
- Instagram Feed
- Instagram Stories
- Threads
- TikTok
- Snapchat
- LinkedIn
- YouTube VOD
- YouTube Shorts
- SMS
- Email
- Podcasts
- Events and Gameday

FINDING OUR VOICE

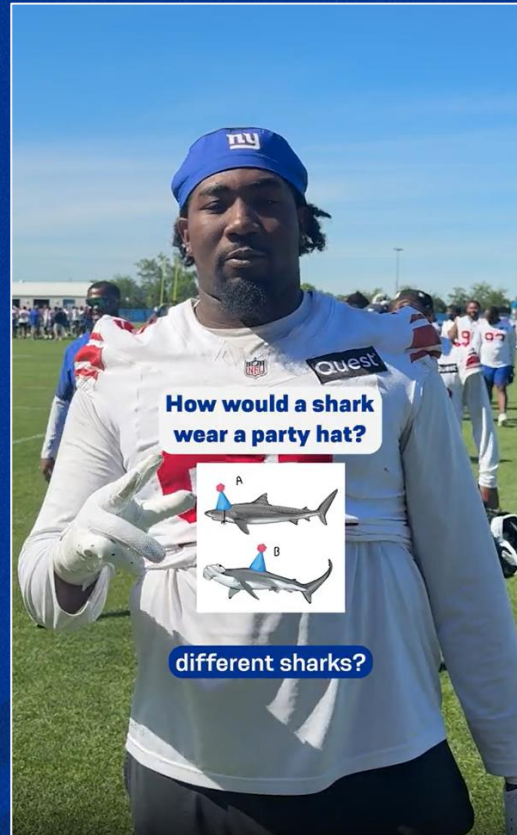


THREE PILLARS OF CONTENT

FOOTBALL



HELMET OFF



LIFESTYLE



NAVIGATING OBSTACLES

Victor Cruz injury a painful emotional blow for Giants



NFL
Giants mocked for giving a free soda as Fan Appreciation Day gift

GIANTS

FAN APPRECIATION DAY

FREE MEDIUM
FOUNTAIN SOFT DRINK

PRESENTED BY pepsi.

SHOW THIS EMAIL TO ANY METLIFE STADIUM VENDOR
VALID ON SUNDAY DECEMBER 19TH ONLY



New York Giants @Giants X.com

Brian Daboll has been relieved of his duties; Mike Kafka will serve as interim head coach.

nygnt.co/pr110

The New York Giants announced today that head coach Brian Daboll has been relieved of his duties.

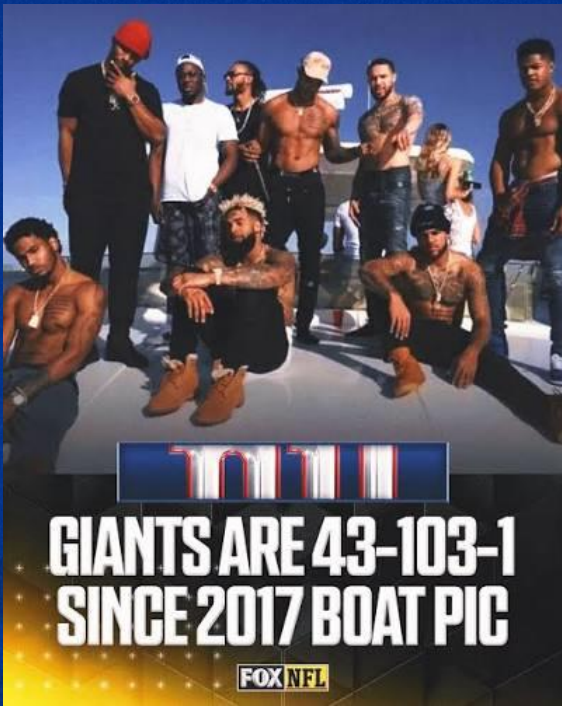
Assistant head coach/offensive coordinator Mike Kafka will serve as interim head coach.

"We spoke this morning about the direction of our franchise on the field, and we have decided that, at this time, it is in our best interest to make a change at the head coaching position," president John Mara and chairman Steve Tisch said in a joint statement.

"The past few seasons have been nothing short of disappointing, and we have not met our expectations for this franchise. We understand the frustrations of our fans, and we will work to deliver a significantly improved product.

"We appreciate Coach Daboll for his contributions to our organization. We wish the Daboll family all the best in the future."

NEW YORK FOOTBALL GIANTS



Eli Manning got benched for Geno Smith



HIGHLIGHTS EVOLUTION (LIFE FINDS A WAY)

League Owned
vs.
Club Owned
vs.
Storytelling



tackle. Now, this is
most edge rushers

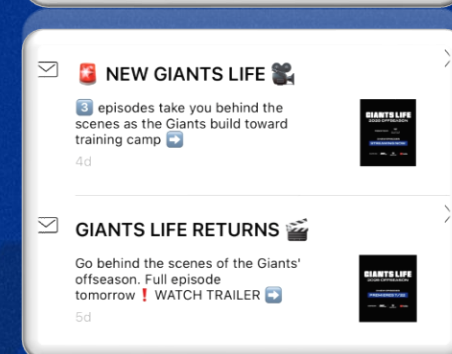
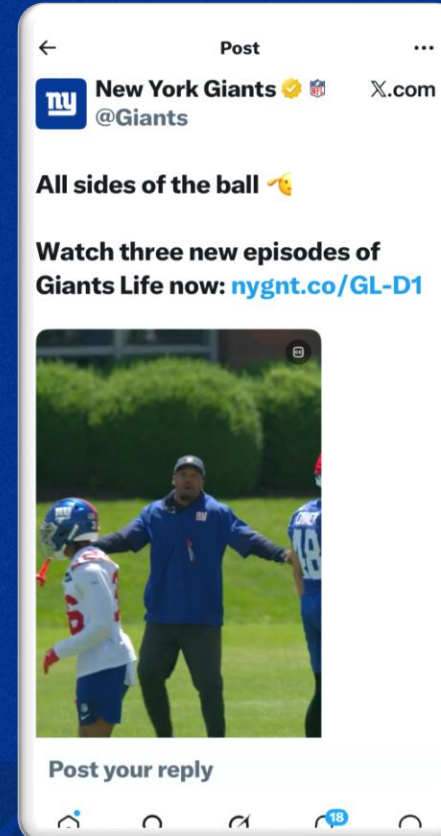


ALL PEOPLE.
Jameus Winston.

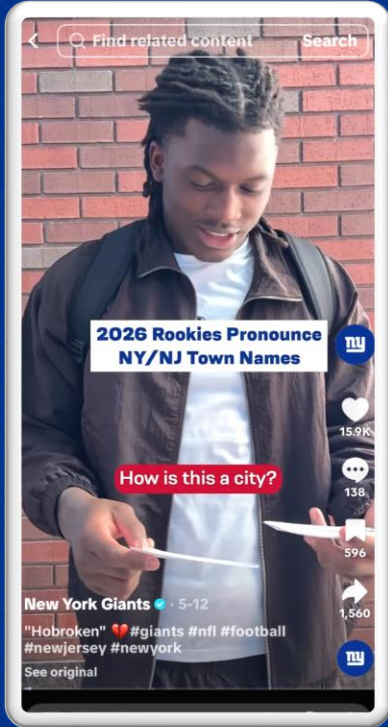
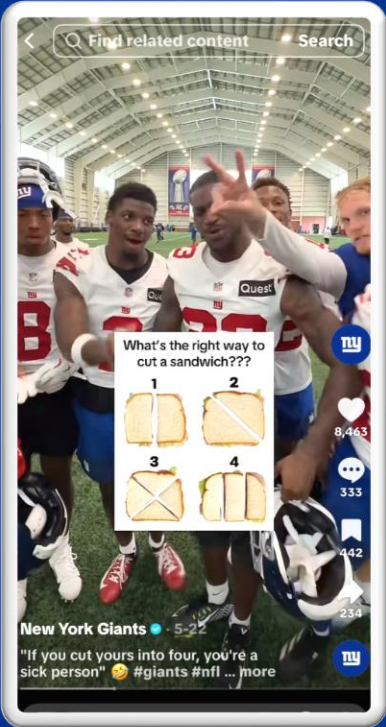
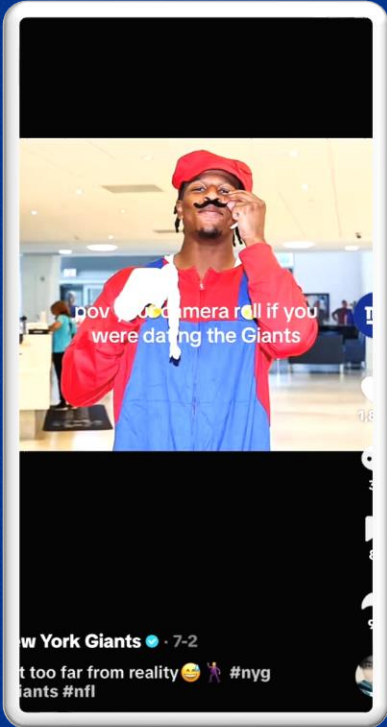
Navigating through:

- Urgency
- Content ownership
- Platform regulations
- Monetization

UNDERSTANDING AUDIENCE BEHAVIOR



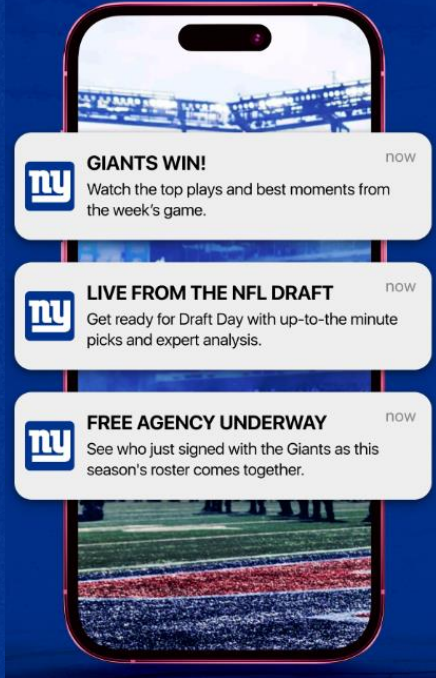
SNACKABLE CONTENT



MOBILE APP INNOVATIONS



VERTICAL VIDEOS



TARGETED
ALERTS



AUGMENTED
REALITY



GAMEDAY HUB

SAVED BY THE ANACHRONISM





GAMEDAY OBSTACLES

- **Communication**
Mobile tickets education, parking issues, late-arrivals, lack of ticket-holder database
- **Everything Everywhere All At Once**
Predictive gaming, mobile food ordering, game stats, highlights, QR dead ends
- **Keep fans engaged**
NFL games are a 3-hour event with only 11–18 minutes of snap-to-whistle football. Capture the down time and enhance the gameday experience.
- **Competition**
Social media, sports betting, Ticketmaster, Google, Head of family

CREATE THE GIANTS' DIGITAL GAMEDAY DESTINATION

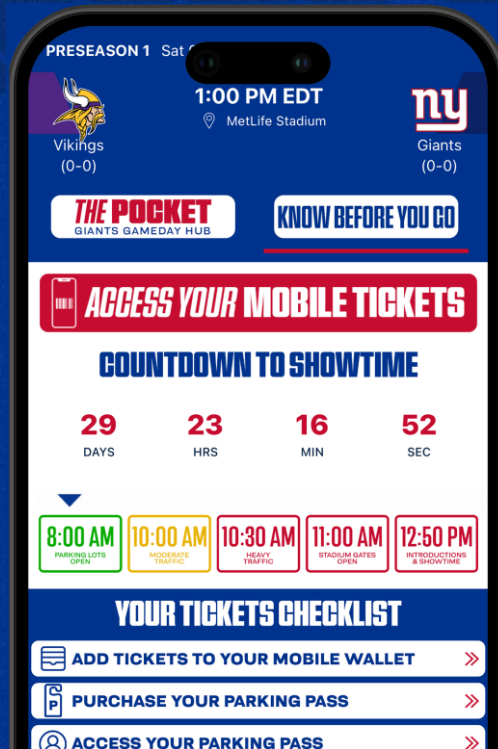
THE POCKET

GIANTS GAMEDAY HUB



CREATE THE GIANTS' DIGITAL GAMEDAY DESTINATION

PREGAME INFO



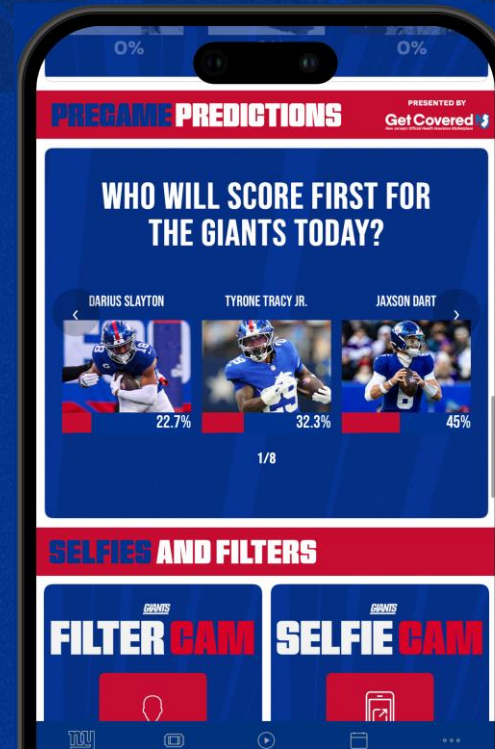
Traffic and gate times,
mobile tickets, parking,
giveaways, maps,
entertainment,
autographs

GAME ENHANCEMENTS



Drive charts and stats,
highlights, live camera
angles, mobile food
ordering

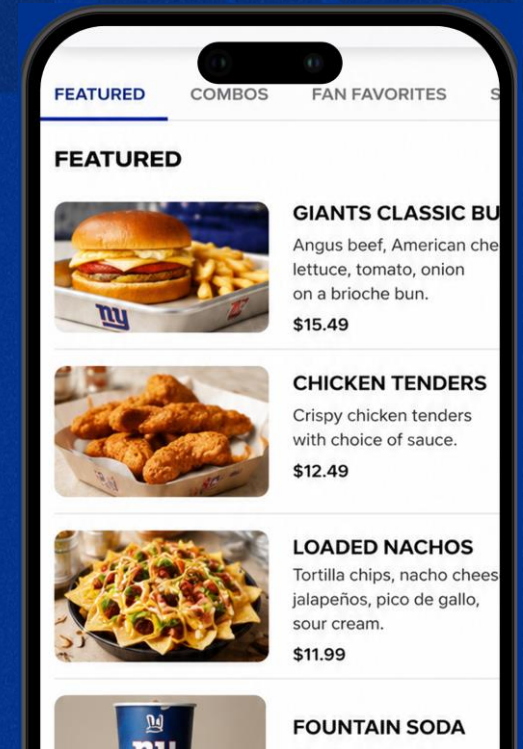
FAN PARTICIPATION



Pregame predictions,
gameday trivia, music
polls, fan photo wall

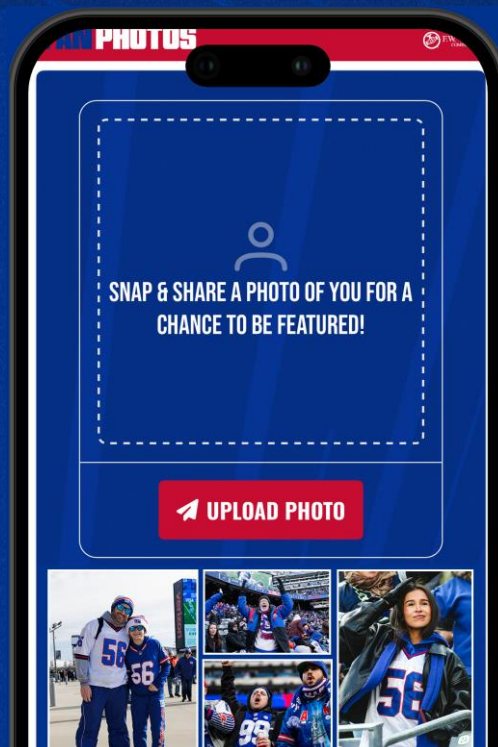
All with videoboard
amplification

MOBILE ORDERING



Interactive games,
enhanced wayfinding,
dynamic segmentation

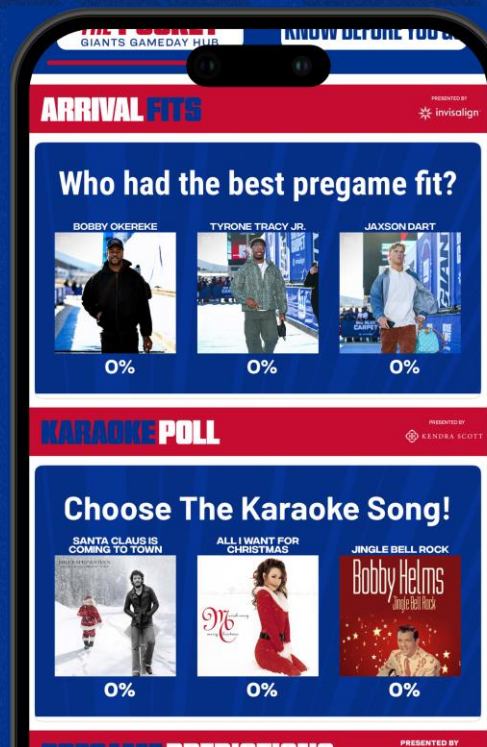
FAN PHOTO WALL



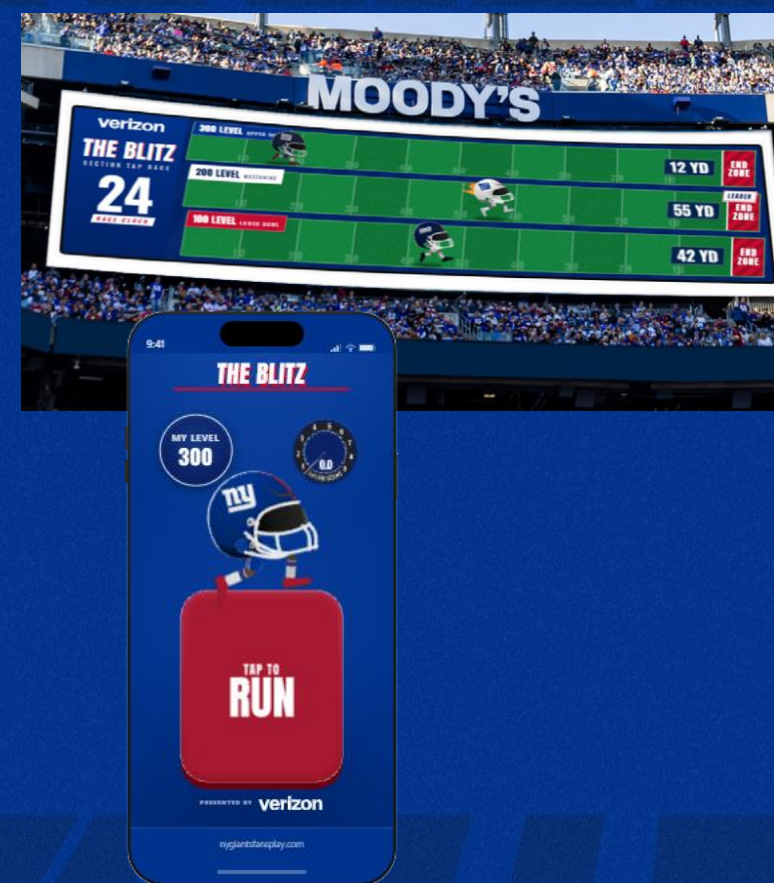
LIVE CAMERAS



FAN POLLS

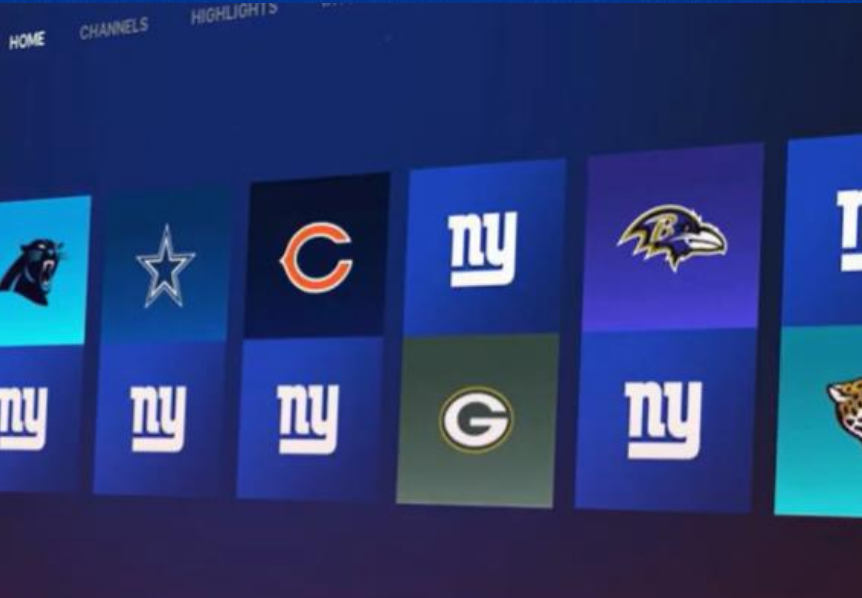
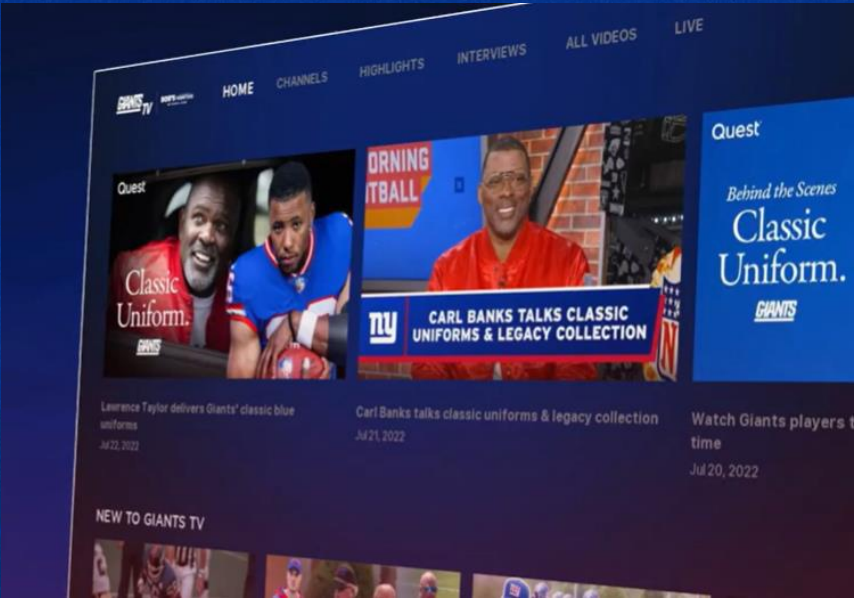


INTERACTIVE GAMES

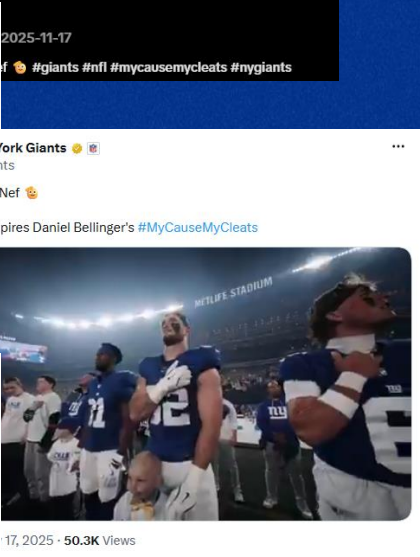
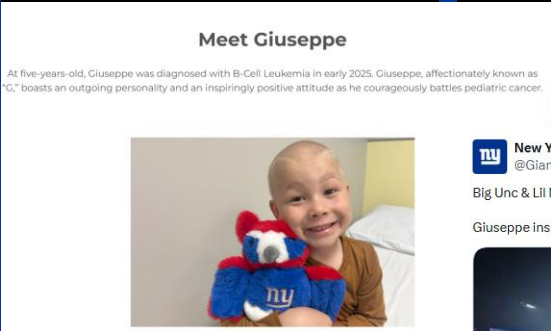
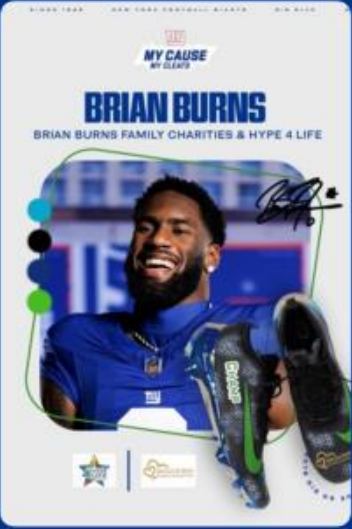
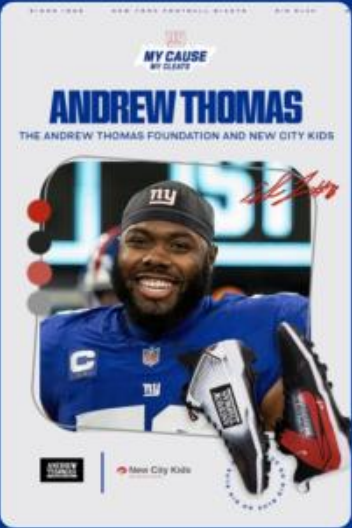
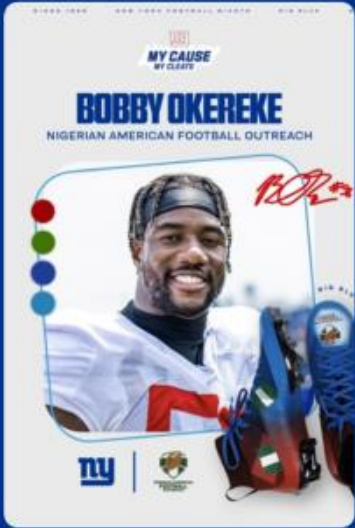


AN INTERACTIVE GAMEDAY COMPANION

CONNECTED TV



MY CAUSE, MY CLEATS



HERE'S SOMETHING FUN...

+1 (201) 636-1569

Text Message • SMS
Wed, Apr 1 at 11:00 AM

SKATT EGG HUNT

A CAM SKATTEBO EASTER EGG IS HIDING IN THE GIANTS APP

APRIL 1 | APRIL 2 | APRIL 3

FIND IT EVERY DAY TO ENTER TO WIN A
CAM SKATTEBO AUTOGRAPHED FOOTBALL
& \$250 BOB'S DISCOUNT FURNITURE GIFT CARD

WIN IT ALL



Cam Skattebo is hiding in the Giants app! Join the Skatt Egg Hunt for chance to win an autographed football.
<https://m.community.com/cw5RLflicZa25PELvj>

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WIN IT ALL



BOB'S Discount Furniture

SKATTEBO EGG HUNT

A CAM SKATTEBO EASTER EGG IS HIDING IN THE GIANTS APP

APRIL 1 | APRIL 2 | APRIL 3

FIND IT EVERY DAY TO ENTER TO WIN A
CAM SKATTEBO AUTOGRAPHED FOOTBALL
& \$250 BOB'S DISCOUNT FURNITURE GIFT CARD

WIN IT ALL

STEPS:

FIND THE CAM SKATTEBO EGG IN OUR APP EACH DAY

CLICK ON THE EGG & FILL OUT THE ENTRY FORM

FIND 3 SKATTS IN 3 DAYS FOR A CHANCE TO WIN

GIANTS SHORTS

2026 Free Agency

Mock Drafts

Signing

FA Highlights

Make Case

TOP STORIES

CONGRATULATIONS...

YOU FOUND ME!

APRIL 1 | APRIL 2 | APRIL 3

FIND ME EVERY DAY TO ENTER TO WIN A
CAM SKATTEBO AUTOGRAPHED FOOTBALL
& \$250 BOB'S DISCOUNT FURNITURE GIFT CARD

WIN IT ALL



CONGRATULATION
YOU FOUND
SKATT!

CONGRATULATIONS...

Select

☒ I agree that the New York Giants, NFL, and other member clubs may send me content, offers, and more.

☒ I agree that the New York Giants may share my data with Bob's Discount Furniture to send me information.

☒ I am 18+ and a Resident of United States.

☒ By checking this box and clicking "ENTER NOW", I consent to receive recurring automated promotional and personalized marketing text messages from the Giants via Community at the phone number I provided, and I agree to Community's Terms. Consent is not a condition of purchase. Reply HELP for help, STOP to end. Message frequency varies. Carrier message and data rates may apply. Giant's Privacy Policy applies.

ENTER NOW

By clicking "ENTER NOW", I agree to the Sweepstakes Rules and understand that personal information will be used as described in the New York Giants' Privacy Policy.

CONGRATULATIONS...



YOU'RE ENTERED TO WIN!

If chosen as a winner, a Giants representative will reach out on how to best claim your prize.

TICKETS & STADIUM

BUY TICKETS

KNOW BEFORE YOU GO

"THE POCKET": GAMEDAY HUB

STADIUM INFORMATION

SEATING CHART & MAPS

BAG POLICY

TRANSIT INFORMATION

MOBILE FOOD AND BEVERAGE

EXTRAS

MY CAUSE MY CLEATS

GIANTS SHOP

DEUTSCHLAND

LOS GIGANTES

BIG BLUE HISTORY

VIRTUAL ASSISTANT

GIANTS ARCADE

Schedule

2026 Opponents

2025 Results

SF

JAX

TEN

AWAY

@DAL

@PHI

@WAS

@DET

@HOU

@IND

GIANTS

HIGHLIGHTS

SHOWS AND PLAYLISTS

I FREE I AGENCY

DRAFT

sponconsports.com

How The New York Giants Drove Daily App Sessions



The New York Giants found a way to get fans to open their app three days in a row in early April.

That's harder than it sounds.

Free agency has cooled off. The Draft hasn't

New York Giants @Giants

Cam Skattebo is hiding in the Giants app! 🥚

Find Skatt 3 times in 3 days for a chance to win an autographed football

Join the Hunt: [Giants.com/app](https://giants.com/app)

SKATT EGG HUNT

A CAM SKATTEBO EASTER EGG IS HIDING IN THE GIANTS APP

APRIL 1 | APRIL 2 | APRIL 3

FIND IT EVERY DAY TO ENTER TO WIN A
CAM SKATTEBO AUTOGRAPHED FOOTBALL
& \$250 BOB'S DISCOUNT FURNITURE GIFT CARD

WIN IT ALL



TEXTING TEXTING 1-2-3

**New York Giants**   

@Giants

Chat live with Eli and enter to win a signed football!

Text "Hey Eli" to 201-636-1569 now & join the chat Wed 1/24 at 10:30 AM ET!

 nygnt.co/textli



6:26 PM • Jan 22, 2024 • 34.6K Views

**New York Giants** 
@Giants

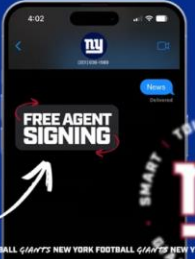
Sign up for text alerts for all free agency news 📩

TEXT "NEWS" ➡️ nygiants.com/sms

GET BREAKING NEWS TO YOUR PHONE

Subscribe to text alerts for Free Agency and more must-read news.

Text "NEWS" to
[201] 636-1569



4:02

ny

nygiants.com

Sign Up

Unsubscribed

**FREE AGENT
SIGNING**

SMART TOUCH

ny

NEW YORK FOOTBALL GIANTS NEW YORK FOOTBALL GIANTS NEW YORK FOOTBALL GIANTS NEW YORK FOOTBALL GIANTS NEW YORK FOOTBALL GIANTS

Hey David, Are you coming to the game Thursday? Text us back "PRE3" for important gameday info 🎨📱

Wed, Aug 20 at 5:01 PM

Tomorrow's the day! Here's your gameday checklist ✓

- 📱 Save tix to mobile wallet
- 🚗 Get your parking pass
- 🕒 Arrive early to avoid crowds
- 🍔 Get ready with our Gameday Guide 📖

WEDNESDAY 10:10AM ET / 9:05AM PT

GIANTS VS COWBOYS ☆

PRESENTED BY **verizon**

FOX **NFL** **WFL** **Get Backs 1200+**

Know Before You Go | New York Giants - Giants.com

community.com

 New York Giants @Giants

Be the first to know when tickets go on sale! Text "Tickets" to (201) 636-1569 

 : nygnt.com/txt-tickets



BE THE FIRST
TO KNOW

SIGN UP FOR TEXT
ALERTS BEFORE THE
SCHEDULE IS RELEASED
TO BE THE FIRST TO
KNOW WHEN TICKETS
GO ON SALE!

2020 OPPOSITIONS

☆ ✎ W
🏠 📺 ⚡ ⚔️

Thank you for subscribing. You'll
be the first to know when Giants
tickets go on sale!

Text "TICKETS" to (201) 636-1569



A promotional graphic for Giants Gaming. It features a blue background with a white border. At the top, the word "GAME" is in white, followed by a green "ON" button. Below this, the "GIANTS GAMING" logo is prominently displayed in red and white. Underneath the logo, the text "Competitions, Prizing and More! Join the Giants Gaming family" is written in white. A red "REGISTER NOW" button is centered below the text. At the bottom, there are three small white icons: a game controller, a trophy, and a speech bubble. To the right of the graphic, there is a small blue icon of a hand pointing to the right.

GAME ON

GIANTS GAMING

Competitions, Prizing and More!
Join the Giants Gaming family

REGISTER NOW

🎮 🏆 💬

ARE YOU A GAMER !?

Registration is now open for Giants Gaming. Sign up to connect with fellow Giants fans & for a chance to win prizes by competing in games & more 🏆

CLICK HERE to register ➡

NYG NY GIANTS SINCE 1925

NEW YORK GIANTS G — MEN

WELCOME! I'M THE NEW YORK GIANTS VIRTUAL ASSISTANT.

I CAN HELP ANSWER QUESTIONS ABOUT YOUR EXPERIENCE, INCLUDING TICKETING, VENUE POLICIES AND AMENITIES, PARKING, CONCESSIONS, AND MUCH MORE. HOW CAN I HELP YOU TODAY?

Please tap an option or type a question below.

Single Game Tickets

View Schedule

Season Tickets

Group Tickets

SCHNITZEL (AND OTHER GERMAN STUFF)



NFL-Legenden unterstützen die Tafel

Ehemalige Weltstars der New York Giants aus der National Football League haben bei ihrem Besuch in Gelnhausen einen Scheck über 10.000 Euro im Gepäck

Gelnhausen (jot). Ehemalige Weltstars der National Football League (NFL) zu Gast in der Barbarossa-Stadt – und das in sozialer Mission. „Diese Spende kommt aus dem Blauen heraus“, sagte Dr. Norbert Nimmerfroh von der Tafel Gelnhausen zu den Besuchern aus den USA. „Das passt, unsere Farbe ist Blau“, meinte Brandon London lächelnd. Unter der Leitung von Allison Stangoby hatte das NFL-Football-Team der New York Giants auf Anregung des Hünauers Rick Holland einen Scheck in Höhe von 10.000 Dollar im Gepäck und freute sich über den Austausch vor Ort.

„Wir freuen uns sehr, dass wir hier sein konnten“, zeigte sich Allison Stangoby von der Arbeit der Tafel Gelnhausen beeindruckt. Die Besucherin aus den USA ist Vize-Präsidentin für kommunale und Unternehmensbeziehungen.



Stars in Gelnhausen (v. l.): Amani Toomer, Dr. Norbert Nimmerfroh, Allison Stangoby, Brandon London, Katharina Hehl. FOTOS: LUOWIG



USING EMERGING TECHNOLOGY

Search Results for "malik nabers"



VIDEO

Giants Huddle | Warren Sharp

July 22, 2026

On this episode of the Giants Huddle podcast, John Schmeick is joined by the author of the "2026 Football Preview" Warren Sharp to discuss the Giants' offseason moves, the numbers behind Jaxson Dart's rookie season, and the impact John Harbaugh can have in 2026. Presented by Citizens.



VIDEO

The Ultimate Mario Kart Race with Tom Coughlin & John Harbaugh | The Eli Manning Show

June 06, 2026

In a special episode of The Eli Manning Show, presented by Panini, Eli and Shaun are joined by John Harbaugh and Tom Coughlin. The group heads to the go-kart race track for some indoor racing, where they are joined by children from The Jay Fund Foundation. After the race, Coughlin discusses some of the amazing work that The Jay Fund has done over the years. Finally, the guys play a game of Giants Grid to identify connections between the two coaches and their alma maters.



STORY

How the 272-game NFL schedule is made

May 14, 2026

It takes thousands of cloud-based computers to produce thousands of possible schedules — a process that sets the stage for the schedule makers to begin the arduous task of picking the best possible one.



STORY

Draft picks get their jersey numbers for rookie minicamp

May 09, 2026

Search Giants Moments...

NEWS VIDEO PHOTOS PODCASTS SCHEDULE TEAM COMMUNITY LOS GIGANTES DEUTSCHLAND ...

Sitemap Archive

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LIST OF PROSPECTS SET TO ATTEND 2019 NFL DRAFT

LIVE TEST 07 26 REAL

LIVE FROM MOBILE: 2023 SENIOR BOWL HIGHLIGHTS

LONDON ROBINSON EMBODIES 'HEART OF A GIANT'

LONDON COLLINS VE OTRA OPORTUNIDAD DE PLAYOFFS CON GIANTS

LONDON COLLINS EYES ANOTHER PLAYOFF CHANCE WITH GIANTS

LONG-TERM IMPLICATIONS OF GIANTS' TIE WITH COMMANDERS TBD

LB JAYLON SMITH 'LIVES TO BE PHYSICAL'

LATEST! ON DANIEL BELLINGER; EVAN NEAL, BEN BREDESON WEEK TO WEEK

LONDON COLLINS ACTIVATED, AZEEZ OJULARI TO IR AMONG SERIES OF ROSTER MOVES

LOS GIGANTES: MEET THE 'GIANTS EN ESPAÑOL' BROADCAST DUO

LONDON COLLINS RETURNS TO GIANTS; SIGNS TO PRACTICE SQUAD

LIST OF EVERY NFL GAME PLAYED INTERNATIONALLY

LOS GIANTS Y FORD SE UNEN PARA LIMPIAR EL PARQUE ROBERTO CLEMENTE

LOS GIANTS CELEBRAN EL MES DE LA HERENCIA LATINA EN COLABORACION CON FORD

LEO & DEK: FROM CLOSE FRIENDS TO TEAM CAPTAINS

LEONARD WILLIAMS MAKES NFL TOP 100 PLAYERS OF 2022

LEONARD MARSHALL

LEADERSHIP ROLE NOTHING NEW FOR XAVIER MCKINNEY

LANCE ZIEGLER'S PROSPECT RANKINGS AND COMPARISONS

LB BLAKE MARTINEZ 'PROGRESSING' THROUGH REHAB

LOGAN RYAN NAMED GIANTS NOMINEE FOR WALTER PAYTON MAN OF THE YEAR

LOGAN RYAN READY TO RESUME KEY ROLE ON DEFENSE

LOGAN RYAN TO MISS PRACTICE DUE TO COVID-19 PROTOCOLS

LB TRENT HARRIS, WR PHAROH COOPER ELEVATED FROM PRACTICE SQUAD; LB ELERSON SMITH ACTIVATED

LB DEKAY GOSWAMI, WR PHAROH COOPER ELEVATED FROM PRACTICE SQUAD; LB ELERSON SMITH ACTIVATED

Content (CmsHtml)

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Video Search</title>

<!-- STEP 1: Preload your hero image for faster load. Replace this URL with your own. -->

<link rel="preload" as="image"

href="https://static.clubs.nfl.com/image/upload/v1780945048/giants/yt7bgrnjdugi4zqzkkh.jpg">

<!-- STEP 2: Replace the GA4 measurement ID with your own property ID. -->

<script async src="https://www.googletagmanager.com/gtag/js?id=YOUR-GA4-ID"></script>

<script>

window.dataLayer = window.dataLayer || [];

function gtag(){dataLayer.push(arguments);}

gtag('js', new Date());

gtag('config', 'YOUR-GA4-ID');

</script>

</head>

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<div class="club-video-search">

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placeholder="Search Giants Moments..."

Jaxson Dart highlights

88 results found

Top Results



Jaxson Dart Highlights: Top plays from 4-TD game vs. Broncos

Oct 19, 2025

<https://www.giants.com/video/jaxson-dart-highlights-top-plays-from-4-td-game-vs-broncos>



Jaxson Dart Highlights: Top plays from 2-TD game vs. Eagles

Oct 9, 2025

<https://www.giants.com/video/jaxson-dart-highlights-top-plays-from-2-td-game-vs-eagles>



Jaxson Dart Highlights: Top plays from first NFL start

Sep 25, 2025

<https://www.giants.com/video/jaxson-dart-highlights-top-plays-from-first-nfl-start>

More Videos



Coach John Harbaugh on Jaxson Dart's leadership

May 21, 2025

<https://www.giants.com/video/coach-john-harbaugh-on-jaxson-dart-s-leadership>



Jaxson Dart on John Harbaugh: 'He's a coach that you can really look up to'

Feb 5, 2025

<https://www.giants.com/video/jaxson-dart-on-john-harbaugh-he-s-a-coach-that-you-can-really-look-up-to>



QB Jaxson Dart: 'I can't wait' to play with Malik Nabers

Jan 9, 2025

<https://www.giants.com/video/qb-jaxson-dart-i-can-t-wait-to-play-with-malik-nabers>



WR Darius Slayton on QB Jaxson Dart's development throughout the season

Jan 9, 2025

<https://www.giants.com/video/wr-darius-slayton-on-qb-jaxson-dart-s-development-throughout-the-season>



QB Jaxson Dart: 'I'm just proud of the guys'

Jan 4, 2025

<https://www.giants.com/video/qb-jaxson-dart-i-m-just-proud-of-the-guys>



Highlights: Top plays from Jaxson Dart's 2-TD game vs. Cowboys

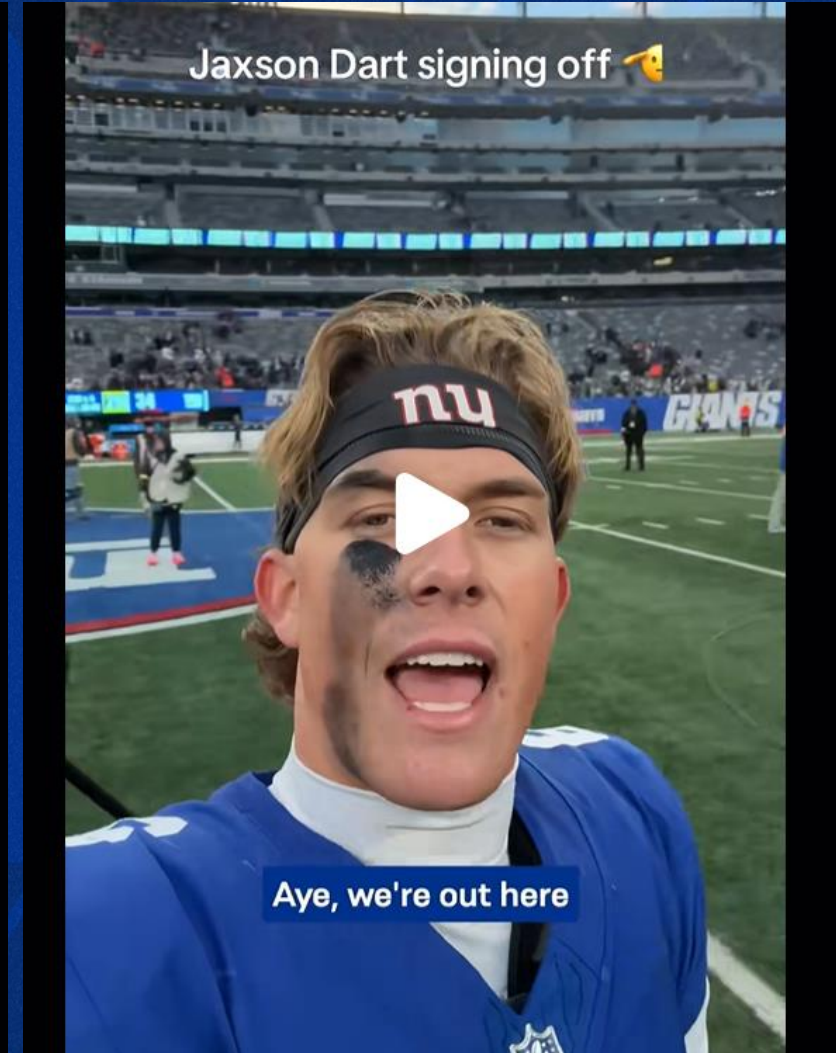
Jan 4, 2025

<https://www.giants.com/video/highlights-top-plays-from-jaxson-dart-s-2-td-game-vs-cowboys>

Show More Results

NEW YORK FOOTBALL GIANTS

USING EMERGING TECHNOLOGY



***GO* BIG BLUE**

David Dominik

Vice President, Digital Strategy
New York Football Giants